

Finding the Funds to Support Academics & Research

Nexis® for Development Professionals Helps University Connect with Donors



Last year, charitable donations to universities reached an all-time high according to the Council for Aid to Education. That's good news for higher-education institutions which have seen support from federal and state governments drop significantly. On the other hand, it means that universities—like one well-known top-ranked academic and research institution in the heartland of America—face considerable competition when working to attract the private and corporate donors needed to support fundraising goals.

The Challenge

The University's Development Office is tasked with identifying donor prospects and nurturing current donor relationships to ensure adequate funding for:

- Scholarship and fellowship opportunities for students
- Facilities support across multiple campuses and research centers
- Competitive salaries to attract top-notch, prize-winning faculty members

The development team needs relevant, reliable information on both individuals and philanthropic organizations to keep fundraising on track.

The Solution

In 1999, the Development Office decided to invest in **Nexis® for Development Professionals**, impressed by the eclectic range of resources available in the Web-based research solution. Noting that Internet property records research was previously hampered by restricted access or pay walls, the team now enjoys easy access to property records and other critical information to help:

- Develop, maintain and validate prospect databases with current contact information including addresses, phone numbers and email addresses.
- Keep up-to-date with current donor activities and identify high-value prospective donors through access to a unique collection of news and business content including

WealthEngine® Wealth Scores, Larkspur Prospects of Wealth®, LexisNexis® Corporate Affiliations™ and more.

- Find philanthropically-oriented companies that share the University's values and goals.

Research efforts are enhanced by features like the Advanced Search options that allow for both Boolean and Natural Language searching and Alerts that allow users to save common searches and run them automatically.

The Result

In addition to helping with contact database maintenance, the property records available through Nexis for Development Professionals allow the team to assess gift-giving potential of donors and prospects. In describing how indispensable this tool has become for their fundraising efforts, one development team member said, "When we have budget meetings and say we have to cut back, the immediate consensus from everyone is 'Okay, just not our Nexis for Development Professionals subscription.'" Empowered with the deep information available from a single source, the University's development team saves time on finding the information needed to ensure donor relationships flourish.

For More Information

Visit LexisNexis.com/NDP to learn more about Nexis for Development Professionals.

Call 800-628-3612 or visit <http://bit.ly/DemoNDP> to arrange a personal demo.